

Message Text

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16

ACTION EA-10

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R 080719Z NOV 74

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TO USDOC WASHDC

INFO SECSTATE WASHDC 8227

UNCLAS MANILA 13250

E.O. 11652: NA

TAGS: BFOL, RP

SUBJ: WTDR/FTI - OBERLY & CO., INC.

REF: UNCLAS USDOC 14364

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. OBERLY & CO., INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. 253-257 MAYON ST., STA. MESA HEIGHTS

6. QUEZON CITY, PHILIPPINES

7. ESTBL: 1950 8. EMPL: 112 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 10/74

13A. 35316/03 MFR. & DIST. CONCRETE MIXERS

13B. 35310/03 MFR. & DIST. CONCRETE BUGGIES

13C. 35361/03 MFR. & DIST. HOISTS

13D. 35319/03 MFR. & DIST. VIBRATORY COMPACTORS

13E. 35610/03 MFR. & DIST. CENTRIFUGAL PUMPS

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13F. 35351/03 MFR. & DIST. BELT CONVEYORS

13G. 35238/03 MFR. & DIST. POWER TILLERS AND RICE HULLERS

13H. 35234/03 MFR. & DIST. CORN SHELLERS AND CORN GRINDERS

13I. 32720/03 MFR. & DIST. CONCRETE PIPE MOULDS

13J. 35314/35 DIST. & IMP. POWER CRANES

13K. 35310/35 DIST. & IMP. CONCRETE VIBRATORS

13L. 35421/35 DIST. & IMP. INDUSTRIAL SHEARS

13M. 35319/35 DIST. & IMP. WINCHES

14. OFFICER: CARLOS VIAPLANA, PRESIDENT-GENERAL MANAGER

15. CABLE: "OBERLY" QUEZON CITY 16. TELEX: NA

17. PHONE: 61-21-91 AND 62-31-50

18. FINANCIAL REFERENCES: BANK OF PHILIPPINE ISLANDS,
MANILA, PHILIPPINES. TRADE REFERENCES:SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: COSMO TRADING CO.
LTD., JAPAN, CONCRETE VIBRATOR; OLE MIANG EXPORT LTD., DEN-
MARK, CRANES AND ACCESSORIES; WANDSBKEN WORKZEUG GESSELL-
SCHAFT BEINHOFF, WEST GERMANY, INDUSTRIAL SHEARS; AND OTTO
HAAMANN KG, WEST GERMANY, WINCHES, NON-EXCLUSIVE AGENCIES
ACQUIRED SEVERAL YEARS AGO.

20. POST'S EVALUATION OF FIRM: OFFICE AND WAREHOUSE MAIN-
TAINED AT HEADING ADDRESS WHILE FACTORY MAINTAINED 17-19
AND 12-14 LABO ST., STA. MESA HEIGHTS, QUEZON CITY. ENGAGED
AS MANUFACTURER AND DISTRIBUTOR OF CONSTRUCTION AND AGRICULTU-
RAL MACHINERY. REQUIREMENTS OBTAINED FROM LOCAL SOURCES WHILE
OTHERS PURCHASED FROM FOREIGN SUPPLIERS THROUGH LOCAL INDEN-
TORS. ALSO IMPORTS CONCRETE VIBRATORS, CRANES AND ACCESSO-
RIES, INDUSTRIAL SHEARS AND WINCHES FROM WEST GERMANY, DEN-
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MARK AND JAPAN. PRODUCTS PROMOTED THROUGH ADVERTISEMENT AND
MARKETED BY 3 SALESMEN COVERING CENTRAL LUZON AND THROUGH AU-
THORIZED DEALERS LOCATED IN PRINCIPAL TRADING CENTERS OF
COUNTRY. HAS NECESSARY FACILITIES FOR NORMAL OPERATIONS.
OFFICERS APPEAR COMPETENT AND RELIABLE. AS OF DECEMBER 31,
1973 TOTAL ASSETS P1 MILLION, NET WORTH P159,500, SALES P1.6
MILLION WITH NET INCOME P66,200. CREDIT REPUTATION, SATIS-
FACTORY. RECOMMENDED AS A TRADING CONTACT FOR INTERESTED

AMERICAN FIRMS.
SULLIVAN

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NNN

Message Attributes

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Disposition Event:
Disposition History: n/a
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Handling Restrictions: n/a
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